# LSTA PLAN for INDIANA 2003-2007

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# LSTA PLAN for INDIANA 2003-2007

# Overview of Needs Assessment, Goals, Evaluation Plan, and Programs

The Indiana State Library conducted focus group sessions and a statewide survey to determine the informational needs of residents of Indiana. Librarians, trustees, and users of libraries were asked to respond to the survey and/or focus group questions. Five needs were identified as priority needs for library service in the next five years in Indiana. These needs are consistent with the purposes of the Federal Library Services and Technology Act (LSTA) and are stated below.

- 1. Residents of Indiana need relevant information and libraries can provide up-to-date technology in order that residents may access this information wherever they need it.
- 2. More library professionals and support staff with better training are needed in order to maximize use of new technologies in libraries.
- 3. Special populations have library needs and are underserved in many cases.
- 4. Residents of Indiana need professionally-managed libraries that offer a wide array of resources not available locally.
- 5. Residents of Indiana need to know about library services and programs that can assist them with their informational needs or needs related to life decisions.

The Five-Year Plan includes these needs, their associated goals, LSTA purposes, output and outcome targets, and programs with approximate time frames. The Plan also includes a summary of planning and implementation procedures and an Appendix that elaborates on the needs described in the Plan.

#### Mission

The Mission of the Indiana State Library is to provide the organizational support to empower the residents of Indiana to meet their library needs. The Indiana State Library provides statewide programs that enable new technologies to be utilized for their maximum benefit to meet the needs of users at libraries of all types.

# Need #1: Libraries need to provide up-to-date technology so that residents may access relevant information wherever they need it.

# **Summary Needs Assessment:**

- Residents of Indiana need electronic sources of information to complement print sources. The World Wide Web provides much information not available in print form. Nearly half of homes in Indiana do not have a computer. The number of homes with a computer connected to the Internet is approximately 40% and is in direct proportion to home income. In areas of low income, access to a computer in the home is lower than in areas of higher income. Therefore, computer access at libraries is critical for those residents without computers.
- Most Indiana public libraries need financial assistance to support high-speed Internet access through 128K or T-1 lines. Through lack of funding, some libraries in Indiana still do not have electronic

catalogs. Surveys of librarians show that libraries need funds for digitization projects, retrospective conversion of card catalogs, consultants for technology, and state and local area networks.

• Librarians depend on the consulting services of the Indiana State Library and the Indiana Cooperative Library Services Authority (INCOLSA) to provide the leadership and encouragement for librarians to design and implement LSTA projects.

**Goal:** Strengthen the ability of libraries to provide up-to-date technology that would be used to meet the informational needs of residents of Indiana by offering grants for technology, support for the telecommunications infrastructure, and consulting services from the Indiana State Library.

**LSTA Purposes**: Developing library services that provide all users access to information through local, State, regional, national, and international electronic networks. Providing electronic and other linkages among and between all types of libraries.

# **Key Output Targets:**

- Each year approximately 20% of LSTA funds will be awarded to support technology in public, school, and academic libraries.
- 95% of public libraries will have high-speed Internet access through the Indiana Telecommunications Network by 2007.
- Consultants at the State Library and INCOLSA will work with project directors to strengthen the ability of the directors to complete a successful grant project.

# **Key Outcome Targets:**

- On an annual basis, at least 90% of the final reports of sub-grantees and the on-site visit reports will demonstrate how the LSTA projects benefited the local community.
- Surveys of sub-grantees will show that 100% of the grantees will make efficient use of high-speed Internet access to locate more information and materials in a timely manner.
- Annual reports and/or site visit reports of consultants at the State Library and INCOLSA will show that consultants facilitated the grant process.

# **Programs:**

- 1. Provide grants to public, school, and academic libraries for technology needs, including equipment, based on information revealed in surveys and/or focus group sessions with librarians. The Indiana State Library Advisory Council (ISLAC), composed of librarians, trustees of libraries, users of libraries and others, will also advise the State Library on the technology needs of libraries. Time frame: 2004-2007 (If additional LSTA funding is available, this program may begin in 2003.)
- 2. Provide support for the Indiana Telecommunications Network to provision high-speed Internet access to public libraries. Time frame: 2003-2007

3. Provide consulting services from the Indiana State Library and INCOLSA to enable libraries to receive full advantage of the technology grants and to provide a liaison to the Indiana Telecommunications Network. Time frame: 2003-2007

# Need #2: In order to maximize use of new technologies, more and better-trained library professionals and support staff are needed.

# **Summary Needs Assessment**

- The Indiana State Library conducted a survey and five focus group sessions with librarians in the fall of 2001. (See *Stakeholder Involvement Procedures* for more information on the survey and focus group sessions, p. 12) A high priority for LSTA funding among the librarians was "training." Comments indicated that librarians prefer low-cost training at a convenient site. They rely on INCOLSA and the Indiana State Library for certain types of training. They look to these organizations for leadership in sponsoring training programs.
- Training to date on INSPIRE, the Indiana Virtual Library including electronic magazines and encyclopedias, has been targeted toward librarians and other library staff. Evaluation of the INSPIRE program has shown that new training will be required if INSPIRE is to reach its full potential. A survey and focus group sessions revealed a particular need for a train-the-trainer program to teach end-users about INSPIRE. It is expected that a highly targeted end-user training program will result in increased use of INSPIRE resources by the public.
- There is a shortage of librarians nationwide. According to national figures, 20-25% of the nation's librarians will retire within the next 6 years. Indiana is no exception in this shortage as indicated by an increase in job ads and positions going unfilled for longer. Incentives such as scholarships for courses in library science are needed to attract new people to the field.
- Distance learning has great potential for making training and continuing education (as well as
  programming) more accessible and affordable. Libraries that have secured distance learning equipment
  are able to offer a whole range of educational programming that has been unavailable in the past.
  Cooperative efforts with public schools and institutions of higher learning will lead to new service
  prospects for libraries.
- Librarians depend on the consulting services of the Indiana State Library and INCOLSA to provide the leadership and encouragement for librarians to design and implement LSTA projects.

**Goal:** Meet the training needs of library professionals and support staff by assisting training providers to increase access to more workshops and courses and by providing scholarships.

**LSTA Purpose**: Expanding services for learning and access to information and educational resources in a variety of formats in all types of libraries, for individuals of all ages.

# **Key Output Targets:**

- Increase the number of participants in INCOLSA's training programs by 10% each year.
- By 2005 train at least 280 participants through a program to increase the use of INSPIRE by end-users.
- Provide scholarships to candidates for library school or students enrolled in library science programs from 2003-2007.
- Increase training offered through distance learning annually by 10%.
- Consultants at the State Library and INCOLSA will work with project directors to strengthen the ability of the directors to complete a successful grant project.

# **Key Outcome Targets:**

- Evaluation forms from INCOLSA's training programs will show that the training met the needs of the majority of participants.
- At least 85% of 280 participants completing INSPIRE training will each train at least 50 patrons within a year.
- 90% of library school students accepting scholarships will successfully complete courses related to library science.
- Evaluation forms from training by distance learning will show that overall the training met the needs of the participants for content and convenience.
- Annual reports and/or site visit reports of consultants at the State Library and INCOLSA will show that consultants facilitated the grant process.

# **Programs:**

- 1. Enable INCOLSA to provide support for training in microcomputers, library automation, the Internet, technology delivered learning, and Information Retrieval. Time frame: 2003-2007
- 2. Train library staff to offer end-user training programs to increase the use of INSPIRE, the Virtual Library. Time frame: 2003-2005
- 3. Provide scholarships to candidates for library school or students enrolled in a library science program. Time frame: 2003-2007
- 4. Provide a distance learning initiative that will stress improving the reliability of the system, increasing the availability of content, and fostering cooperation with educational and non-profit partners. Time frame: 2003-2007
- 5. Provide consulting services from the Indiana State Library and INCOLSA to strengthen leadership and administrative ability among librarians. Time frame: 2003-2005

# Need #3: Special populations have library needs and are underserved in many cases.

# **Summary Needs Assessment:**

- There are special populations in Indiana that have difficulty using a library because of physical challenges, language barriers or other reasons. These residents need library services that include delivery of materials and information.
- Most Indiana libraries, especially smaller libraries, cannot afford to provide an extensive collection of
  materials and extended services and programs for local special populations without the help of statewide
  initiatives.
- Focus groups indicated that teaching English to speakers of other languages was considered a major gap in Indiana. The primary second language in the state is Spanish, but northern Indiana has a growing Serbian immigrant population. There is a need for greater coordination and collaboration among service providers, including libraries, to improve the overall effectiveness of programs and services for a diverse population.
- Librarians depend on the consulting services of the Indiana State Library to provide the leadership and encouragement for librarians to design and implement LSTA projects.

**Goal:** Strengthen library service to the underserved or those having difficulty using a library by providing several statewide projects for special populations.

**LSTA Purposes**: Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line. Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills.

# **Key Output Targets:**

- 90% of the offenders in the Read-to-Me Program at Indiana correctional institutions will complete a survey measuring family literacy habits during each year of the program.
- Increase the number of new users of the "Talking Books" Program by 2% each year.
- Twenty-five (25) distance learning sites will be in operation by 2004. Fifty (50) distance learning sites will be in operation by 2007
- Consultants at the State Library will work with project directors to strengthen the ability of the directors to complete a successful grant project.

# **Key Outcome Targets:**

• After completing the Read-to-Me Program, 85% of the offenders at Indiana correctional institutions who fill out a follow-up survey will state how the books, cassettes, or videos were used and that the program made a positive difference in their lives.

- In 2003-2004, the Special Services Division of the Indiana State Library will survey the users of the "Talking Books" Program. 90% of those users answering the survey will indicate how the Program has benefited their lives.
- Annual reports from sub-grantees will show that 80% of participants of distance learning programs felt that the site was a convenient location and the program worthwhile.
- Annual reports and/or site visit reports of consultants at the State Library will show that consultants facilitated the grant process.

# **Programs:**

- 1. Provide incentives for literacy projects, including family literacy projects, at both the local and state level. An example of a state level project is the Read-to-Me Program that encourages offenders in Indiana correctional institutions to read to their children by enabling the offender to record a book on tape to be sent to his or her child. Time frame: 2003-2007
- 2. Support the "Talking Books" Program for the blind and other services of the Special Services Division of the Indiana State Library. The "Talking Books" Program provides cassettes, records, and books in Braille to residents who need and request the service. Time frame: 2003-2007
- 3. Establish new distance learning sites in addition to the ones already in existence to enhance opportunities for special populations to receive courses and training close to where they live. Time frame: 2004-2007
- 4. Provide consulting services from the Indiana State Library to strengthen leadership and administrative ability among librarians who provide library services to special populations. Time frame: 2003-2007

# Additional Programs if more LSTA funds are available

5. Provide incentives for projects for a diverse population, such as library service projects targeted to the Hispanic communities in Indiana. Time frame: 2004-2007

# **Key Output Targets:**

- Increase by 10% the number of libraries offering ESL literacy programs by 2005.
- Increase the number of Spanish language collections in libraries by 25% by 2005.

# **Key Outcome Targets:**

- 75% of the participants in the ESL literacy programs will make progress in language skills.
- Circulation of Spanish language collections will be at a significant level (the target will be decided locally).
- 6. Provide incentives for larger districts of service and/or sharing personnel among libraries to strengthen service to the underserved. Time frame: 2004-2007

# Key Output Target:

• By 2007 at least 5 public library districts will expand due to incentives and offer more services to the underserved.

# Key Outcome Target:

• Grant reports from expanded library districts will show enhanced services due to increased funding from a wider tax base.

# Need #4: Residents of Indiana need professionally-managed libraries that offer a wide array of resources not available locally.

# **Summary Needs Assessment:**

- Residents of Indiana generally have no direct access to many of the fee-based electronic databases
  without the help of a statewide program through libraries (INSPIRE). INSPIRE provides residents of
  Indiana with equitable access via the Internet/World Wide Web to electronic information resources that
  enhance the quality of their everyday lives, the depth of their educational experience and the economic
  prosperity of their communities. All Indiana residents may access INSPIRE through libraries or directly
  from home, school, or work.
- Most Indiana libraries cannot afford to offer a wide array of electronic databases without the help of a statewide program (i. e. INSPIRE).
- Digitization efforts by libraries in Indiana have headed in many different directions. Public records (such as births, deaths, and marriages) have been digitized as well as local newspapers, historical documents and photographs. Technologies used to digitize records and the means of distributing the information have also varied significantly. It is the aim of the State Library to give priority for funding to the most significant collections and make them available on the Web to residents in order to increase resources locally.
- A resource sharing plan for libraries in Indiana has been in place since 1982 with the current plan dating from 1997. As new technologies have emerged, it has become clear that a new resource sharing plan should be developed to include these technologies with broad input from all types of libraries. The resource sharing plan should address virtual reference, electronic document delivery, and universal access to locally digitized resources along with a strategy to achieve statewide patron-initiated interlibrary loan and effective methods for the reimbursement of net-lenders.
- Indiana libraries rely on the state university libraries and the Indiana State Library for meeting interlibrary loan requests for materials for research and other less-used materials. In spite of the fact that more and more library resources are available on the Web, many requests still are sent to the universities and the State Library to fill. Four universities and the State Library are designated as State Resource Centers. By accepting interlibrary loan requests from any Indiana library, these State Resource Centers are making their collections available to all Indiana residents.

- Libraries of all types need assistance with planning, implementing, and using library and information technologies. These technologies include the Internet, telecommunication, microcomputer hardware and software, optical discs, networking, electronic content formats, and other new technologies. INCOLSA can provide awareness and information about new technologies to the library community. In addition, libraries benefit by INCOLSA's program of cooperative contracting and purchasing for various library-related products and services; thereby saving local dollars and reducing the amount of effort by local librarians in finding these products and services.
- Librarians depend on the consulting services of the Indiana State Library and INCOLSA to provide the leadership and encouragement for librarians to design and implement LSTA projects.

Goal: Encourage efforts to disseminate information that library users and librarians require through cooperative projects that enable libraries to maximize access to resources (including projects with educational, cultural, and heritage organizations).

**LSTA Purposes**: Developing library services that provide all users access to information through local, State, regional, national, and international electronic networks. Developing public and private partnerships with other agencies and community-based organizations.

# **Key Output Targets:**

- Increase the total number of people who "log in" to INSPIRE each year by 5- 10%.
- Survey local library resources that are candidates for digitization, establish a priority for getting them digitized and placed on the Web from 2003- 2007.
- Develop a comprehensive state resource sharing plan by 2005.
- Total interlibrary loans filled each year will be 50,000 or more from the State Resource Centers.
- INCOLSA will continue its consultations and demonstrations about technologies available to libraries each year.
- INCOLSA will continue its cooperative contracting and purchasing of electronic resources and technology-related products to reduce costs for libraries.
- Consultants at the State Library and INCOLSA will work with project directors to strengthen the ability of the directors to complete a successful grant project.

# **Key Outcome Targets:**

- A majority of INSPIRE users who answer a periodic Web survey will state that INSPIRE met their informational needs for content of the databases.
- New collections and resources on the Web are available to researchers as a result of the digitization project.
- Resource sharing will be more effective as a result of the state resource sharing plan.
- Current State Resource Centers will continue to participate in the interlibrary loan program ensuring that Indiana residents have access to a wide range of resources.
- Librarians will be satisfied with the expertise of the INCOLSA staff on questions about library technology.

- Local libraries will save funds through the cooperative contracting and purchasing of resources through INCOLSA.
- Annual reports and/or site visit reports of consultants at the State Library and INCOLSA will show that consultants facilitated the grant process.

# **Programs:**

- 1. Provide support for INSPIRE (Indiana's Virtual Library). Time frame: 2003-2007
- 2. Conduct a survey of local library resources that are candidates for digitization with the intent of making the most significant collections/resources available to Indiana residents via the Web. Time frame: 2003-2007
- 3. Develop a comprehensive resource sharing plan that clarifies the roles and responsibilities of all types of libraries, the technological mechanisms to be used to make library holdings information available to the public, and the means by which information resources, both in physical and electronic formats, will be delivered to the public. Time frame: 2003-2005
- 4. Provide local libraries with access to state-level resource collections. Time frame: 2003-2007
- 5. Enable INCOLSA to provide consultations and group demonstrations about computer software and hardware, automation planning, shared catalogs, and the use of the Internet. INCOLSA will also provide cooperative contracting and purchasing of various library-related products and services, as well as IR databases. Time frame: 2003-2007
- 6. Provide consulting services from the Indiana State Library and INCOLSA to strengthen leadership and administrative ability among librarians. Time frame: 2003-2007

Need #5: Residents of Indiana need to know about library services and programs that can assist them with their informational needs or needs related to life decisions.

# **Summary Needs Assessment:**

- Libraries have an impact in many facets of Indiana residents' lives, but the relevance of libraries must not be taken for granted. There is a need for research that would show a direct relationship between the existence of library resources and an impact on learning by individuals. A study of this type would be useful in many ways. It would make residents aware of the power of libraries to aid them in educational pursuits. It would also alert funders to the benefit of libraries in helping to create an educated populace.
- Residents of Indiana need help in expanding their knowledge and use of technology. Marketing is a
  very important component of any product or service and reaching groups or individuals that underutilize
  library services is a necessity. Usage of INSPIRE, Indiana's Virtual Library, continues to increase, but
  usage could increase even more with a targeted marketing campaign to show the importance of
  INSPIRE and other library resources.

• Librarians depend on the consulting services of the Indiana State Library and INCOLSA to provide the leadership and encouragement for librarians to design and implement LSTA projects.

**Goal:** Conduct research on the impact of libraries on learning and market library programs and services to the residents of Indiana for the purpose of assisting residents with their library needs and helping them understand the importance of library services.

**LSTA Purpose**: Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.

# **Key Output Targets:**

- Provide results from a statewide study of the impact of libraries on learning by 2007.
- Target specific audiences in a marketing campaign to increase residents' understanding of the importance of libraries and their resources, including Indiana's Virtual Library, INSPIRE, each year.
- At least one consultant from the State Library and INCOLSA will provide leadership and advice to the project directors for the statewide study of the impact of libraries and the marketing campaign.

# **Key Outcome Targets:**

- Show the relevance of libraries to residents by publishing the results of the statewide study of the impact of libraries on learning.
- Usage of libraries and the INSPIRE Virtual Library will increase each year.
- Annual reports and/or site visit reports of consultants at the State Library and INCOLSA will show that consultants facilitated the grant process.

# **Programs:**

- 1. Conduct a statewide study of libraries' impact on learning to show the relevance of libraries to residents and funders. Time frame: 2004-2007
- 2. Conduct a targeted marketing campaign to residents each year to show the importance of libraries and their resources, including the INSPIRE Virtual Library. Time frame: 2003-2007
- 3. Provide consulting services from the Indiana State Library and INCOLSA to strengthen leadership and administrative ability among librarians. Time frame: 2003-2007

# **Summary of Planning and Implementation Procedures**

This section is a summary of the stakeholder involvement, communication and monitoring procedures for the development, finalization and implementation of the Five Year Plan.

# Stakeholder Involvement Procedures

The Indiana State Library Advisory Council (ISLAC) composed of librarians of all types and users of libraries, served as the guiding force behind the planning process. ISLAC revised the mission statement of the Indiana State Library. A focus group session was conducted with ISLAC by staff of the Indiana State Library in October, 2001. ISLAC revised the goals and objectives in January and April, 2002. Other examples of stakeholder involvement procedures for the Indiana Five-Year Plan are listed below.

- A survey was distributed at all eight (8) of the Indiana Library Federation District Meetings. The Indiana Library Federation (ILF) membership consists of librarians from all types of libraries, including school, public, academic and special libraries. Trustees of public libraries are also members of ILF. The survey was also distributed through a quarterly newsletter to public libraries from the Library Development Office at the Indiana State Library. (October, 2001)
- Focus group sessions were conducted by State Library staff at meetings of the following organizations:
  - 1. Indiana State Library Advisory Council (ISLAC)
  - 2. Association of Indiana Media Educators (AIME), Board
  - 3. Indiana Cooperative Library Services Authority (INCOLSA), Executive Committee
  - 4. Small & Medium Size Libraries Division of ILF, Executive Committee
  - 5. Association of Directors of Large Public Libraries in Indiana (October-December, 2001)
- Personal interviews with representatives of the Indiana library community, focus group sessions, and a web survey were conducted during the summer of 2001 by Himmel and Wilson, consultants for the evaluation of Indiana's Five-Year Plan (1997-2002). Information from this evaluation was used in preparation of the Five-Year Plan for 2003-2007. See "An Evaluation of the Indiana State Library's Implementation of the Library Services and Technology Act (LSTA) 1997-2002", prepared for the Indiana State Library by Himmel & Wilson, Library Consultants, December 20, 2001 (on file with the IMLS).

A committee consisting of members of the Indiana State Library staff wrote survey questions, conducted focus group sessions, wrote and revised the Five-Year Plan with recommendations from the stakeholders.

ISLAC will provide stakeholder involvement in the implementation of the Five-Year Plan. ISLAC will establish priorities for funding for each fiscal year of the Five-Year Plan. If needs change over the course of five years, the Plan with its goals and objectives will be revised by ISLAC, adopted by the Indiana Library & Historical Board (ILHB), and submitted to the IMLS for approval.

# **Communication Procedures**

ISLAC received drafts of the Five-Year Plan during the planning process during FY 2002. Members of ISLAC also received drafts of mission statements through a regular mailing and through an e-mail list. ISLAC members utilized the drafts to provide feedback on the Five-Year Plan to staff of the Indiana State Library.

The final version of the Plan that is approved by the IMLS will be made available in print form to members of ISLAC. The Plan will also be available on the Indiana State Library's Web site at <a href="http://www.statelib.lib.in.us/">http://www.statelib.lib.in.us/</a> Readers will be invited to send their comments by e-mail to staff of the Indiana State Library.

Following approval of any revision of the Plan by ISLAC and the ILHB, the State Library will submit the Plan to the IMLS through procedures specified by the IMLS. After approval of the revised Plan by the IMLS, the Web version will be revised.

Publicizing results and achievements of the Five-Year Plan will utilize several channels of communication. Articles will appear in *Focus on Indiana Libraries*, published jointly by the Indiana State Library and the Indiana Library Federation (ILF). *Focus* is distributed to members of the ILF, including librarians in all types of libraries and trustees of public libraries.

Grant awards and projects will be discussed at meetings of the library community, e. g. ISLAC, ILHB, Indiana Library Federation District Meetings and Annual Conference, INCOLSA regional meetings, and regional meetings of other library groups.

Electronic listservs and a print newsletter through the State Library will also be used to publicize information about the achievements of the LSTA program. Grant recipients will be encouraged to publicize results of local programs and statewide initiatives through local media, including newspaper articles. An annual report will be submitted to the IMLS each year. The annual report will be summarized and reported through various media in Indiana.

# **Monitoring Procedures**

The LSTA consultant in the Library Development Office of the Indiana State Library will monitor the LSTA sub-grantee projects and prepare required reports. Sub-grantees will be required to submit to the Indiana State Library quarterly progress reports and a final report for their projects. Indiana State Library staff will conduct on-site visits for a significant portion of the LSTA projects. A status report on the projects will be discussed during the visits and corrective measures taken by the sub-grantees if appropriate. Indiana State Library staff conducting the visits will write site visit reports and file them at the State Library.

# **Appendix**

# Funding for technology needs of public, school, and academic libraries

## **Needs Assessment:**

In 2001 public libraries in Indiana reported that they have a total of 4946 public access terminals, an average of one public access computer for every 1147 users. This number represents an eight percent increase in total terminals from the previous year. Eighty percent of the terminals are connected to the Internet, an increase of seven percent. The number of libraries that have no public access computers at all decreased to 5, only 2.1 % of the public libraries. Public access terminals in libraries have been shown by recent studies to be an important access point to the Internet for persons who do not have a computer at home or work. (*Falling Through the Net: Defining the Digital Divide*, a study conducted by the U. S. Department of Commerce, NTIA, 1999) With the state's investment in the INSPIRE project making full-text databases available to anyone in the state, it is important to also provide access points to the databases.

Reports from public libraries show that 196 libraries, or 82% of the total 239, have an automated circulation system, and 180 libraries have an on-line public access catalog. However, only 135 of those libraries (75%) had Internet or dial-in access to their catalog. Nineteen schools and fourteen public libraries received technology grants in 2002 to make their catalogs accessible on the Internet.

Results from a pilot project conducted by DataServ, Inc. for the Indiana State Library show that the demand for computer time, especially for Internet service, is generally greater than the amount of computer time available in smaller libraries. Some libraries do not have the recommended grade of cable for networks, and many are struggling with the limitations of older buildings or technology. The report recommended that the State Library produce a detailed standards guide for procuring technology and give assistance in the form of staff development, help desk based services, and on-site support. Video conferencing technology was seen as a possibility in delivering these services since it would not be practical to hire full-time technical support to cover the entire state.

Target groups for this program are the 239 public libraries, the 72 academic libraries, and the 1900 public school libraries in the state.

## **Program:**

Provide grants to public, school, and academic libraries for technology needs, including equipment, based on information revealed in surveys and/or focus group sessions with librarians. The Indiana State Library Advisory Council (ISLAC), composed of librarians, trustees of libraries, users of libraries and others, will also advise the State Library on the technology needs of libraries. Time frame: 2004-2007 (If additional LSTA funding is available, this program may begin in 2003.)

## **Evaluation:**

#### Output:

Each year approximately 20% of LSTA funds will be awarded to support technology in public, school, and academic libraries.

#### Outcome:

On an annual basis, at least 90% of the final reports of sub-grantees and the on-site visit reports will demonstrate how the LSTA projects benefited the local community.

# **Telecommunications support for libraries**

#### **Needs Assessment:**

The Internet now plays a major role in providing a means for libraries to provide access to information for their users.

- Librarians access web sites to answer reference questions.
- Individuals use library terminals to search for information directly.
- INSPIRE databases are available for information searches
- Library public access catalogs are made available to users at home via the Internet.
- Distance education opportunities are provided to both staff and users.
- E-mail has become a vital communication tool.

Access to resources such as INSPIRE has made the same resources available at the largest library also available to the user of the smallest library.

There are 236 public libraries with Internet access in Indiana. This number represents 98.7% of the total number of public libraries in the state. The Indiana State Library has played a major role in making Internet access available to public libraries of all sizes by providing grants for Internet connectivity through the Indiana Telecommunications Network. In FY 2002, 215 out of 239 libraries received Internet connections through these state funds while a few paid for their own Internet access. During the past several years, \$1.5 million of state funds were committed each year to Internet connections for public libraries. Due to state budget cuts in 2002, these funds will no longer be available for Internet connections for public libraries in 2003 and beyond. State funding will be requested with the assistance of the Indiana Library Federation during the 2003 legislative session for the biennium 2003-2005. If this process is unsuccessful, a combination of funding through LSTA and local library budgets will be considered.

## **Program:**

Provide support for the Indiana Telecommunications Network to provision high-speed Internet access to public libraries. Time frame: 2003-2007

#### **Evaluation:**

## Outputs:

# computer terminals connected to the Internet

# database access provided by public libraries

95% of public libraries will have high-speed Internet access through the Indiana Telecommunications Network by 2007.

# Outcome:

Surveys of sub-grantees will show that 100% of the grantees will make efficient use of high-speed Internet access to locate more information and materials in a timely manner.

## Consulting services from the Indiana State Library and INCOLSA

#### **Needs Assessment:**

Librarians depend on the consulting services from the Indiana State Library and the Indiana Cooperative Library Services Authority (INCOLSA) to provide the leadership and encouragement for librarians to design and implement LSTA projects.

In addition, the State Library is the authorized agency to approve technology plans from public libraries that apply for the e-rate discount through the Universal Service Fund, a federal program. Assistance from the State Library is needed to help libraries comply with this federal requirement for technology plans and to comply with other state laws that require policies for technology for every library.

The Himmel & Wilson evaluation report of the previous LSTA Plan reveals "that the Indiana library community appreciates the hard work and dedication of the Indiana State Library's Library Development Office personnel." The staff of the Library Development Office were described as "competent, responsive, and always willing to help." "The

consulting advice, technical assistance, and moral support provided to public libraries, especially to small public libraries, are seen as invaluable." (An Evaluation of the Indiana State Library's Implementation of the Library Services and Technology Act (LSTA) 1997-2002, Himmel & Wilson, 2001)

Librarians need guidance in providing new technologies. INCOLSA monitors and identifies new services and technologies and consults with librarians to meet the challenges of delivering electronic information services to their users.

# **Program:**

This program focuses on consulting and guidance from the Indiana State Library and INCOLSA to provide statewide services that ensure the highest quality and cost effective library services for Indiana residents through statewide planning, establishing standards, and promoting evaluation techniques, especially outcome-based evaluation.

INCOLSA provides consulting services that emphasize planning, implementation and use of library and information technologies by Indiana libraries of all types.

## **Evaluation:**

## Outputs:

Consultants at the State Library and INCOLSA will work with project directors to strengthen the ability of the directors to complete a successful grant project.

# consultations

# meetings and workshops attended by staff outside consultants hired for survey research for evaluation of programs annual reports/evaluation reports

#### Outcomes:

Annual reports and/or site visit reports of consultants at the State Library and INCOLSA will show that consultants facilitated the grant process.

Comments and evaluation will be solicited from libraries when appropriate for services from the Indiana State Library and INCOLSA.

# **Technology training**

#### **Needs Assessment:**

In a survey of librarians, "training" was one of the top issues mentioned as a need in Indiana libraries (see Stakeholder Involvement Procedures, p. 12). Comments indicated that librarians prefer low-cost training at a convenient site. They rely on INCOLSA and the Indiana State Library for certain types of training, and they look to these organizations for leadership in sponsoring training programs.

Himmel and Wilson's evaluation report for the previous LSTA Plan states that "the library community consistently praised technology training designed and delivered by INCOLSA using LSTA funding." (*An Evaluation of the Indiana State Library's Implementation of the Library Services and Technology Act (LSTA) 1997-2002*, Himmel & Wilson, 2001, p. 18)

Training to date on INSPIRE, the Indiana Virtual Library including electronic magazines and encyclopedias, has been targeted toward librarians and other library staff. Evaluation of the INSPIRE program has shown that new training will be required if INSPIRE is to reach its full potential. Ongoing training will be needed to keep the library community up to date on new developments such as enhanced resources, refined interfaces and improved functionality. A survey and focus group sessions revealed a particular need for a train-the-trainer program to teach end-users about INSPIRE (Himmel & Wilson evaluation report). It is expected that a highly targeted end-user training program will result in increased use of INSPIRE resources by the public. The consultants for the evaluation also suggested that the visibility of INSPIRE could

be raised by conducting a public awareness campaign that would be targeted toward the same audience as the end-users in the training program. (See Need #5, p. 10)

# **Programs:**

Enable INCOLSA to provide support for training in microcomputers, library automation, the Internet, technology delivered learning, and Information Retrieval. Time frame: 2003-2007

Train library staff to offer end-user training programs to increase the use of INSPIRE, the Virtual Library. Time frame: 2003-2005

## **Evaluation:**

Outputs:

# training programs

# participants in training programs

Workshop evaluation forms completed by attendees.

Increase the number of participants in INCOLSA's training programs by 10% each year.

By 2005 train at least 280 participants through a program to increase the use of INSPIRE by end-users.

#### Outcomes:

Evaluation forms from INCOLSA's training programs will show that the training met the needs of the majority of participants.

At least 85% of 280 participants completing INSPIRE training will each train at least 50 patrons within a year.

# Scholarships for library science students

## **Needs Assessment:**

Within the next 6 years, 20% or about 41,000 of the nation's librarians will reach retirement age, reports a publication by Indiana University's School of Library and Information Science. (*SLIS Network*, Fall 2001, Vol. 39, No. 2) According to the Statistics of Indiana Public Libraries, 2001, there were 993 M.L.S. librarians in Indiana and 1,552 non-M.L.S. librarians. If 20% of these librarians retire within the next 6 years, then there would be a total of approximately 500 jobs to be filled over that time period.

There are reasons other than retirement that make it harder to find qualified librarians. Many potential public, school or academic librarians have jumped "to lucrative perches as corporate information specialists or dot-com data sleuths." (*U. S. News & World Report*, June 12, 2000, Vol. 128, Issue 23, p. 53)

Tuition costs keep rising and may prevent some potential librarians from starting or continuing their education in library science. Tuition for a Master's degree in library science at Indiana University costs about \$7,200.

## **Program:**

The Indiana State Library will help local libraries stave off the shortage of librarians by encouraging local officials to "grow their own" librarians by establishing a program of scholarships for students of library science.

## **Evaluation:**

Output:

Provide scholarships to candidates for library school or students enrolled in library science programs from 2003-2007. # scholarships

## Outcome:

90% of library school students accepting scholarships will successfully complete courses related to library science

# **Distance learning**

## **Needs Assessment:**

INCOLSA is a primary partner with the Indiana State Library on the Distance Learning program. The library community is in agreement that "the project has great potential for making training and continuing education (as well as programming) more accessible and affordable." (*An Evaluation of the Indiana State Library's Implementation of the Library Services and Technology Act (LSTA) 1997-2002*, Himmel & Wilson, 2001, p. 31)

Currently, there are 19 Indiana library sites that are participating in the Indiana Library Video Network, which, in turn, utilizes the Indiana Telecommunications Network (ITN), an integrated, high-capacity telecommunications network that permits sharing of educational resources via technology.

"It is important to note that the potential for the DL system goes far beyond staff development, continuing education, and enabling virtual meetings for library staff. Libraries that have secured the DL equipment...will be able to offer a whole range of educational programming that has been unavailable in the past. Cooperative efforts with public schools and effort with institutions of higher learning through...the (IHETS) program should also lead to exciting new service prospects for libraries." (Himmel & Wilson evaluation report, pp. 31-32)

# **Program:**

This program will increase the number of sites as well as emphasize support and training of librarians on the use of their videoconferencing equipment. Assistance will also be given to libraries in providing educational programming using videoconferencing. In addition, existing videoconferencing equipment at the sites will be made compatible with the latest standards for this technology.

## **Evaluation:**

#### Outputs:

25 distance learning sites will be in operation by 2004; 50 distance learning sites will be in operation by 2007. Increase training offered through distance learning annually by 10%.

# programs at libraries

# staff and attendees involved

Keep track of the amount of time the equipment was used.

#### Outcomes:

Evaluation forms from training by distance learning will show that overall the training met the needs of the participants for content and convenience.

Annual reports from sub-grantees will show that 80% of participants of distance learning programs felt that the site was a convenient location and the program worthwhile.

# Literacy initiative

#### **Needs Assessment:**

Sixteen percent of the adult population in Indiana is at the lowest literacy level. Although many adults at this level can perform tasks involving simple texts and documents, all usually display difficulty using certain reading, writing, and computational skills considered necessary for functioning in everyday life. (*The State of Literacy in America: Estimates at the Local, State, and National Levels*, National Institute for Literacy, 1998)

Adults with low literacy skills are more likely to live in poverty. Low literacy skills are also closely connected to social problems (e.g. unemployment and crime). "Nationally, fewer than 10 percent of adults who could benefit from literacy programs are currently being served." (*The State of Literacy in America*, p.5)

The National Center for Education Statistics conducted a survey on the literacy skills of prison inmates. About 7 in 10 prisoners perform at the lowest literacy levels. Because literacy skills are related to employment, the prospects of inmates

for being employed upon release from prison are diminished unless their literacy skills can be improved. (*Literacy Behind Prison Walls: Profiles of the Prison Population from the National Adult Literacy Survey*, National Center for Education Statistics, U. S. Dept. of Education, 1994)

Although the institutionalized population in Indiana represents only 1.5% of the state's population, a significant number of the 90,885 people need help with their literacy skills. (*Literacy Behind Prison Walls* and *Census 2000*)

# **Programs:**

The Read-To-Me Program encourages offenders in Indiana correctional institutions to read to their children. In this program, the offender records a book on tape. The book and the tape are then sent to the child. The Read-To-Me Program aims to raise consciousness and change behavior in five areas, the Program Goals:

- 1. Break the cycle of incarceration and low literacy.
- 2. Promote conscious positive role modeling as mother/father figures.
- 3. Educate parents to become their child's first teacher.
- 4. Empower children with literacy skills and with the self-esteem to advocate for themselves.
- 5. Instruct parents to use children's books to teach the children in their lives and to make personal connections with them.

#### **Evaluation:**

#### Output:

A Family History Survey measures if and how often offenders were read to as children, what materials were read to them, if they were taken to the library, and what grade they completed in school.

## Outcome:

A Follow-Up Survey after the offenders complete the Read-To-Me Program measures how the books, cassettes, or videos were used and if the program made a difference in their lives.

# ESL initiative (English as a Second Language)

#### **Needs Assessment:**

Census 2000 reveals the increasing diversity of the population in Indiana. For example, the Hispanic population more than doubled during the last decade and now represents 3.5% of the state's population. Communities across the state are seeing new immigrants of many nationalities. Librarians who were surveyed mentioned a need for programs that deal with diversity and others who may be underserved. (See Stakeholder Involvement, p. 12)

#### **Program:**

Programs that provide incentives for projects for a diverse population will be developed over the next 5 years if LSTA funding to Indiana is increased or if funds become available as other projects end. Provide incentives for larger districts of service and/or sharing personnel among libraries to strengthen service to the underserved. Time frame: 2004-2007

## **Evaluation:**

## Outputs:

Increase by 10% the number of libraries offering ESL literacy programs by 2005.

Increase the number of Spanish language collections in libraries by 25% by 2005.

By 2007 at least 5 public library districts will expand due to incentives and offer more services to the underserved.

# Outcomes:

75% of the participants in the ESL literacy programs will make progress in language skills.

Circulation of Spanish language collections will be at a significant level (the target will be decided locally).

Grant reports from expanded library districts will show enhanced services due to increased funding from a wider tax base.

# Library services for people who are blind or have disabilities

## **Needs Assessment:**

It is estimated that 2.84% of Indiana's population age 40 and older or 73,203 individuals are blind or have a vision impairment of sufficient severity to prevent the reading of printed materials in a normal manner. As the average age of Americans increases, the number of Americans with age-related eye disease leading to vision impairment is "expected to double within the next three decades." (*Vision Problems in the U.S.*, National Eye Institute, National Institutes of Health, 2002) Physical disabilities may also prevent the reading of printed material in a normal manner for some individuals.

# **Program:**

Program goals include the operation and promotion of the "Talking Books" program and other services, development of an expanded program for children's services by working with parents and teachers, and developing the annual summer reading program.

# **Evaluation:**

# Outputs:

# active individual readers, # active deposit collections, # reader use by media, # circulation, # circulation by media, # new readers by media, # outreach activities Increase the number of new users of the "Talking Books" Program by 2% each year.

#### Outcome:

90% of the users answering a survey will indicate how the program has benefited their lives.

# Consulting services from the Indiana State Library for special populations

## **Needs Assessment:**

Consulting services are needed to encourage librarians to improve service to people with disabilities and the disadvantaged.

# **Program:**

A consultant from the Indiana State Library will provide for leadership in identifying special populations, provide resources and training for library staff serving special populations, work with other state level organizations involved in these services, initiate and promote local public library programs relating to special populations, and initiate and promote literacy projects in institutions and public libraries.

# **Evaluation:**

Outputs:

# consultations

# site visits for institutions receiving LSTA funds

## Outcome:

Annual report of the consultant will compare performance to objectives.

## **INSPIRE** support

## **Needs Assessment:**

Librarians ranked "support for INSPIRE" as the #1 need in a survey conducted in the fall of 2001. (See Stakeholder Involvement procedures, p. 12) Support is needed for the commercial databases available through INSPIRE (Indiana Spectrum of Information Resources). INSPIRE is a service aimed at all six million residents of Indiana to provide them

with equitable access via the Internet to electronic information resources that enhance the quality of their everyday lives, the depth of their educational experiences, and the economic prosperity of their communities. All Indiana residents may access INSPIRE though libraries or directly from home, school, or work. To date, the INSPIRE program has been successful (Himmel & Wilson evaluation report), but end-user training and more promotion of INSPIRE are both needed (addressed in other parts of the Plan, Need #2, p. 4 and Need #5, p. 10).

Funding for the INSPIRE program has been accomplished through a combination of state and LSTA funds. Due to state budget cuts in 2002, funds will no longer be available for INSPIRE in 2003 and beyond. State funding will be requested with the assistance of the Indiana Library Federation during the 2003 legislative session for the biennium 2003-2005. If this process is unsuccessful, a combination of funding through LSTA and local library budgets will be considered.

# **Program:**

Provide funding for the operation of the INSPIRE program and provide partial funding for the databases if needed.

#### **Evaluation:**

Outputs:

# people who "log in" to INSPIRE

periodic user surveys

Increase the number of people who "log in" to INSPIRE by 5-10% each year.

#### Outcome:

A majority of INSPIRE users who answer a periodic Web survey will state that INSPIRE met their informational needs for content of the databases.

# Assessment of Indiana resources that are candidates for digitization

# **Needs assessment:**

In the evaluation of Indiana's LSTA Plan for 1997-2002, Himmel and Wilson found that LSTA funds were used "to fund a sizeable number of digitization projects undertaken by individual libraries..." Public libraries, academic institutions, and schools have all benefited from digitization grants under the categories of "technology grants" and "innovative grants." Libraries were encouraged to be innovative in their approaches to digitization. "Not surprisingly, initial digitization efforts have headed in many different directions." (Himmel & Wilson, evaluation report) Public records, such as births, deaths, and marriages, as well as local newspapers, historical documents and photographs have all been digitized. "Technologies used to digitize records and the means of distributing the information have also varied significantly." (Himmel & Wilson evaluation report)

The consultants for the evaluation recommended that "LSTA funds should be used to conduct an assessment of candidates for digitization toward the end of establishing a list of digitization priorities." They also recommended that standards for digitization methods and formats be developed. The most significant collections or resources would be given priority for digitization and would be made Web-accessible for all Indiana residents and other users of the World Wide Web.

## **Program:**

Begin planning, 2003.

If sufficient LSTA funds are available, hire a consultant(s) to conduct the assessment of resources, 2004 or 2005. Begin digitizing the resources in order of priority, 2006-2007.

## **Evaluation:**

Outputs:

Hire a consultant(s).

Implement digitization plan.

#### Outcome:

New collections and resources on the Web are available to researchers as a result of the digitization project.

# **Resource Sharing Plan**

#### **Needs Assessment:**

Himmel & Wilson, consultants for the evaluation of the previous LSTA Plan for Indiana noted that while efforts in resource sharing in Indiana were "laudable" that "there is some evidence that resource-sharing efforts have been somewhat piecemeal." The INSPIRE project has fostered cooperation between and among various types of libraries in Indiana and small allocations of LSTA funds have been awarded each year to several universities to ensure their full participation in interlibrary loan activities. School and public libraries have received LSTA funding to assist them with retrospective conversion and automation projects. Libraries have been encouraged to partner with other libraries for automation projects.

In order to achieve a seamless resource-sharing network in Indiana, Himmel & Wilson recommended "that LSTA dollars could be used even more effectively if a truly comprehensive plan for statewide resource-sharing, developed with broad input from all types of libraries, was in place." New issues to be addressed in the plan are: virtual reference, electronic document delivery, and universal access to locally digitized resources. The plan should have a strategy to achieve statewide patron-initiated interlibrary loan and effective methods for the reimbursement of net lenders. (*An Evaluation of the Indiana State Library's Implementation of the Library Services and Technology Act (LSTA) 1997-2002*, Himmel & Wilson, 2001)

# **Program:**

ISLAC's Resource Sharing Committee will meet in 2003 to design the planning process to achieve a resource sharing plan.

If sufficient LSTA funding is available, the development of the resource sharing plan will be accomplished, possibly through consultant services.

By 2005, a comprehensive resource sharing plan for Indiana libraries will be in place.

## **Evaluation:**

## Output:

Develop a comprehensive state resource sharing plan by 2005.

Collect data on interlibrary loans, document delivery, and reimbursement of net lenders. Analyze data and compare to previous year's data.

#### Outcome:

Resource sharing will be more effective as a result of the state resource sharing plan.

# **Access to state-level resource collections**

## **Needs Assessment:**

In some cases, local library collections cannot fulfill all the needs of residents of Indiana. Libraries have come to rely on the state university libraries and the Indiana State Library for meeting interlibrary loan requests for materials for research and other less-used materials. The number of requests filled by these libraries in 2001 was 56,757. Reimbursement per loan was \$0.79, far below actual cost per interlibrary loan. An estimated average cost for lending articles by university libraries is over \$10 per item, according to a study reported in *Library Trends* ("Interlibrary Loan and Resource Sharing: The Economics of the Suny Express Consortium," *Library Trends*, Winter, 1997).

# **Program:**

The program will provide partial support to the participating libraries by reimbursing them for loans made to Indiana libraries. The libraries currently participating in the program are: Indiana State Library, and the university libraries of

Indiana University, Ball State University, Indiana State University, and University of Notre Dame. Because they have all agreed to accept interlibrary loan requests from any Indiana library, their collections are available to all residents of the state. Reimbursement is based on a formula using the numbers of interlibrary loans from the participants of this program and the number of interlibrary loans filled by other libraries in the state.

# Outputs:

# interlibrary loans submitted by the participants to the Library Development Office of the Indiana State Library # interlibrary loans filled by other libraries in Indiana

#### Outcome:

Current State Resource Centers will continue to participate in the interlibrary loan program ensuring that Indiana residents have access to a wide range of resources.

## Library and information technology access and support

#### **Needs Assessment:**

Libraries have a need for specialized assistance in planning, implementing, and use of library and information technologies by Indiana libraries of all types. In surveys and focus group sessions, librarians have asked for consulting assistance in understanding new technologies. (See Stakeholder Involvement procedures, p. 12) These technologies include the Internet and World Wide Web, telecommunications, microcomputer hardware and software, optical discs, networking, electronic content formats, and other new technologies that are being used in libraries.

# **Program:**

The services listed above are currently being provided by INCOLSA (Indiana Cooperative Library Services Authority). The emphasis of the project is on individual and group consultation and demonstrations that provide relevant information about computer software and/or hardware developments, automation planning, the INCOLSA Shared Library Catalog (ISLC) for smaller libraries, and use of the Internet and World Wide Web. Additional activities also include cooperative contracting and purchasing for various library-related products and services, as well as IR databases. Other parts of this program with a high priority are monitoring standards and innovative technologies and providing technical briefings on new technology issues.

#### **Evaluation:**

## Outputs:

Quantitative data will be collected and reported for applicable activities.

Narratives of non-quantitative activities will be included.

Comments and evaluation will be solicited from participating libraries when appropriate (e.g. technical briefings, cooperative purchasing, etc.)

## Outcome:

Librarians will be satisfied with the expertise of the INCOLSA staff on questions about library technology. Local librarians will save funds through cooperative contracting and purchasing of resources through INCOLSA.

# Study to showcase the relevance of libraries

#### **Needs Assessment:**

Stakeholders have asked for a study of libraries that would show the importance and relevance of libraries to residents of Indiana. (ISLAC focus group session, October, 2001) The study would explore multiple ways that libraries benefit communities. Certain factors could tie libraries to positive developments in communities (e.g. an increase in a literate population, a link to better student performance in schools, economic growth in communities, stability of a geographic area, or other unknown positive factors). Results of the study would potentially be used to increase usage of libraries and convince legislators and other funders that libraries are worthy of increased support.

# **Program:**

Hire a consultant to conduct the study, working with guidelines from the Indiana State Library. The study could begin as early as 2004 or later if more LSTA funding is available in later years of the Plan.

#### **Evaluation:**

## Output:

A study showing the impact of libraries on learning and enumerating the benefits and relevance of libraries for residents of Indiana.

## Outcomes:

Show the relevance of libraries to residents by publishing the results of the statewide study. Receive a potential increase in support for libraries.

## Marketing campaign targeted to residents of Indiana

## **Needs Assessment:**

The focus of the marketing campaign by the Indiana Library Federation (ILF) for the past few years has been INSPIRE, the Virtual Library in Indiana. Public awareness efforts of past campaigns have targeted the business and library communities, Indiana students, educators, families, and community members. These efforts were particularly successful in the central Indiana area. However, there is still a need for more visibility for the INSPIRE program, especially outside the central Indiana area, to create awareness and to increase usage of INSPIRE so that it may reach its full potential.

This program meets the following needs:

- 1. The need to educate Indiana legislators about the importance of increased/maintained funding for INSPIRE.
- 2. The need for concentration of INSPIRE public awareness efforts in areas of the state outside the Indianapolis and surrounding areas.
- 3. The need for information about INSPIRE and its role in Indiana residents' lives and communities
- 4. This program will also help Indiana residents expand their knowledge and use of technology as a whole.

# **Program:**

- 1. The campaign for 2003 involves:
- 2. Mass advertising strategies with a special concentration on areas of the state outside of the central Indiana area (e.g. cable television spots and other varieties of mass advertising)
- 3. A companion Website for INSPIRE which showcases stories and articles from Indiana celebrities about INSPIRE
- 4. An innovative legislative campaign designed to involve Indiana residents in asking members of the Indiana General Assembly to reinstate/increase funding for INSPIRE
- 5. A monthly INSPIRE page in *Focus on Indiana Libraries* and INSPIRE bookmarks and brochures available to libraries and schools

The Indiana Library Federation has conducted research to determine the most successful and cost effective advertising methods. ILF has pursued ideas from other organizations, including the Indiana State Library, INCOLSA, Indiana Library Federation Leadership, and the INSPIRE staff. ILF has also consulted with marketing and advertising professionals to develop viable plans for the campaign. Campaigns for future years may again be focused on INSPIRE or may focus more generally on the importance of libraries and their resources.

## **Evaluation:**

#### Output:

Campaign for awareness of INSPIRE (2003).

# Outcomes:

Increased usage of INSPIRE (# log-ins).

Reinstated or increased funding for INSPIRE.

# **Definitions**

**ILF** (Indiana Library Federation) is the largest professional organization for library and media center staff and supporters in Indiana with more than 3,000 personal, institutional, and library trustee members. The Federation is devoted to fostering the professional growth of its members and the promotion of all libraries in Indiana. The following associations and their members are a part of ILF: Association for Indiana Media Educators, Indiana Academic Library Association, Indiana Corporate & Network Library Association, Indiana Public Library Association, and Indiana Library Trustee Association.

**ILHB** (Indiana Library and Historical Board) is the governing body of the Indiana State Library and the Indiana Historical Bureau. The ILHB consists of five members appointed by the Governor upon recommendations by library and historical agencies or associations.

**INCOLSA** (Indiana Cooperative Library Services Authority) is a statewide library network in Indiana. It serves 768 member institutions, including school, public, academic, and special libraries. Services include training and continuing education, interlibrary loan, reference, INSPIRE, and technology support. INCOLSA has one central office and seven field offices.

**INSPIRE** (Indiana Spectrum of Information Resources) is Indiana's Virtual Library. The service provides links to online magazines, encyclopedias, and other information resources to all residents of Indiana through schools, libraries, offices, and homes. A special interface, INSPIRE Kids, makes it easy for children to find appropriate materials for school assignments and general interest. Since the inception of INSPIRE in 1998, more than 60 million pages of text have been downloaded from its databases.

ISLAC (Indiana State Library Advisory Council) advises and assists the Indiana State Library in the planning and coordination of library services in the state, in policy matters relating to the administration and distribution of state and federal funds, and in evaluation of library services. ISLAC's membership consists of four representatives of public libraries, two representatives of school libraries/media center, three representatives of academic libraries, two representatives of special libraries, two representatives of institutional libraries, two representatives of libraries serving the handicapped, four representatives of users of libraries, four representatives of library trustees, and four ex-officio members representing: Indiana Library Federation, Indiana Department of Education, INCOLSA, and Indiana Higher Education Commission. ISLAC meets four times per year (once each quarter). Committees of ISLAC are Certification/Continuing Education, Resource Sharing, Public Library Services, Special Services, Construction, and Executive/Planning. Committees meet as often as required to complete their work.

**ITN** (Indiana Telecommunications Network) is an integrated, high-capacity telecommunications network developed through public/private partnerships. The **Intelenet Commission**, formed by the Indiana General Assembly, procures and administers ITN. Under a contract with the Intelenet Commission, ITN is managed by the **Indiana Higher Education Telecommunication System (IHETS).** IHETS was created by the Indiana General Assembly to permit sharing of educational resources via technology. Its members are Indiana's colleges and universities. Partners include K12 schools, public libraries, state government, and public broadcasting. IHETS provides voice, video, and data networks for its member institutions.

**State Resource Centers** fill interlibrary loan requests from other Indiana libraries. They are Indiana State Library, and the university libraries of Indiana University, Ball State University, Indiana State University, and the University of Notre Dame.

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